

2022 ECONOMIC REPORT

CENTRAL

REGION



DEPARTMENT OF
HIGHER EDUCATION &
WORKFORCE DEVELOPMENT

The Central Region is comprised of 19 counties in the center of Missouri. This region is home to several cities including Columbia, Mexico, Rolla, Camdenton, Lebanon, and the state capital, Jefferson City.

The Central Region workforce has more than 313,700 employees, making up 10.7 percent of Missouri's employment. In 2021, about 51.6 percent of the workforce was male and 48.4 percent was female, which matches the Missouri average. The regional average unemployment rate in 2021 was 3.6 percent.

The workforce is getting older in the Central Region, a trend continuing throughout Missouri and the U.S. In 2021, 23 percent of the workforce was age 55 or older, up from 19 percent a decade earlier.

For the region, 11.5 percent of the workforce was non-white and 3.5 percent was Hispanic or Latino. This compares to the state averages of 17.6 percent non-white and 4.5 percent Hispanic or Latino.

In the Central Region, 6.2 percent of the region's population (ages 18 to 64) speaks a language other than English at home. By comparison, Missouri was at 6.9 percent and the U.S. was at 23.1 percent.

The Central Region has a slightly higher percentage of the population with a disability compared to the state and nation. For the Central Region, 13.4 percent of the population has a disability compared to 12.2 percent in Missouri and 10.3 percent in the U.S.

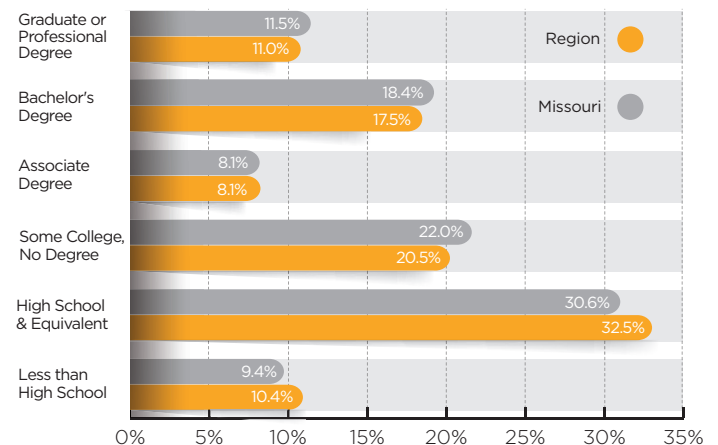
Workforce Demographics

	Central MO	Missouri	Nationwide
Average Monthly Employment in 2021	313,718	2,928,368	152,580,667
Average Unemployment Rate in 2021	3.6%	4.4%	5.3%
Male	51.6%	51.0%	50.3%
Female	48.4%	49.0%	49.7%
Non-White	11.5%	17.6%	23.7%
Hispanic or Latino	3.5%	4.5%	16.7%
Ages 55 or Older	23.0%	23.0%	23.0%
With Disabilities (Ages 18-64)	13.4%	12.2%	10.3%
Below Poverty Levels (Ages 18-64)	15.4%	12.6%	12.1%
Language other than English (Ages 18-64)	6.2%	6.9%	23.1%
Education of Associate Degree or Higher	36.7%	38.0%	41.6%

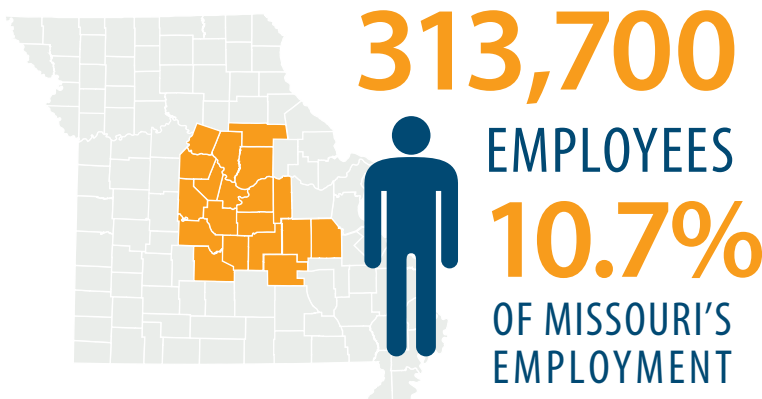
SOURCES: CENSUS ACS 2020-5YR EST.; LEHD 2ND QUARTER; BLS LAUS 2021

Educational attainment rates for the Central Region are slightly behind those of the state in regards to bachelor's or advanced degrees. About 37 percent of the region's population, age 25 and older, has an associate, bachelor's, or advanced degree compared to 38 percent for the state, and about 42 percent for the nation.

Educational Attainment



SOURCE: US CENSUS BUREAU, ACS 2020 5-YEAR ESTIMATES

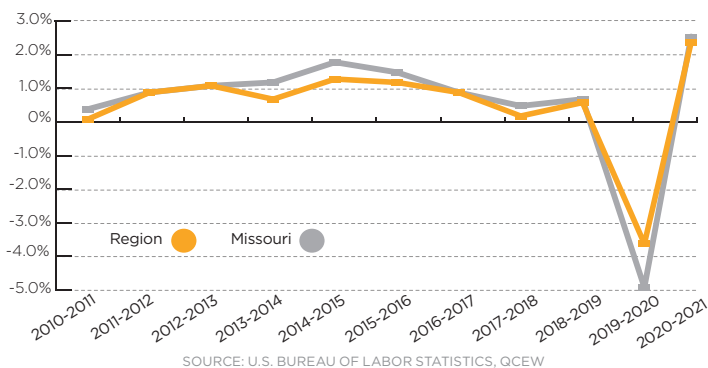


CENTRAL REGION

INDUSTRY ANALYSIS

The Central Region averaged more than 278,900 jobs in 2021. The region gained 2.4 percent more employment from 2020 to 2021, whereas the region had lost 3.6 percent of its employment, or 10,250 jobs, from 2019 to 2020, due to the impact of the COVID-19 pandemic. In 2020, Missouri employment decreased by 4.9 percent, however Missouri employment increased by 2.5 percent in 2021, showing recovery from the pandemic impacts. From 2017 to 2021, the Central Region averaged -0.1 percent compound annual growth for an overall decrease of 0.5 percent. During that same period Missouri's employment declined by 1.4 percent.

Central Employment Annual Growth Rate



Health Care and Social Assistance is the largest industry sector in the Central Region, with over 42,000 jobs in 2021, even though the industry lost over 1,500 jobs at a compound annual growth rate of -0.9 percent since 2017. The *Retail Trade* industry continues to be one of the largest employing industries in the region with over 34,000 jobs in 2021, a gain of over 350 jobs since 2017.

The *Finance and Insurance* industry added the most jobs, with a gain of over 1,700 jobs since 2017. *Educational Services* is the third largest industry with over 29,000 jobs in 2021, an increase of over 200 jobs since 2017. *Accommodation and Food Services* and *Manufacturing* are among the largest industries in the region. *Accommodation and Food Services* lost jobs at a compound annual rate of -1.1 percent from 2017 to 2021 while in the same period *Manufacturing* added more than 500 jobs at a rate of 0.5 percent.

Central Region Top Employing Industries

Industry	Employment 2017	Employment 2021	Net Change	2017-2021 Empl. CAGR	2020 Annual Wages
Health Care & Social Assistance	43,808	42,210	-1,598	-0.9%	\$52,176
Retail Trade	33,688	34,056	368	0.3%	\$31,248
Educational Services	29,105	29,314	209	0.2%	\$50,544
Accommodation & Food Services	28,949	27,729	-1,220	-1.1%	\$19,500
Manufacturing	26,688	27,243	555	0.5%	\$49,056
Public Administration	27,162	25,706	-1,456	-1.4%	\$44,352
Construction	13,570	14,812	1,242	2.2%	\$52,068
Finance & Insurance	10,404	12,163	1,759	4.0%	\$84,264
Administrative Support & Waste	11,663	12,112	449	0.9%	\$35,676
Professional, Science & Tech. Servs.	9,565	9,470	-95	-0.2%	\$61,488
Transportation & Warehousing	7,153	8,540	1,387	4.5%	\$37,980
Wholesale Trade	8,593	7,993	-600	-1.8%	\$62,160

SOURCE: LEHD QWI, 2017-2021 ANNUAL AVERAGES

LOCATION QUOTIENT

To understand the major industries within a region, an analysis of industry concentration or clustering can be useful. The Location Quotient (LQ) describes the concentration of an industry in a geographic region, in relation to the nation, with 1.0 being the national average. Industries with higher than 1.0 LQ indicate a concentration.

The Central Region has higher concentrations in *Gasoline Stations*; *Credit Intermediation and Related Activities*; *Wood Product Manufacturing*; and *Motor Vehicle and Parts Dealers*.



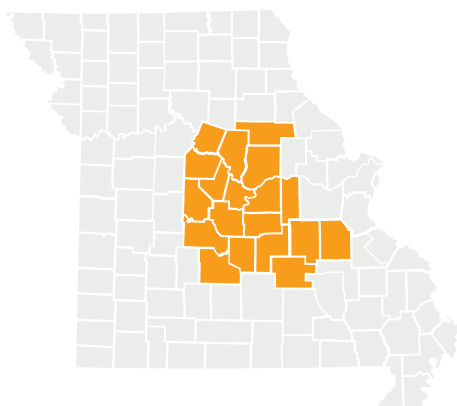
2021 Central Region Location Quotients

Industry	Employment	Location Quotient
Gasoline Stations	3,742	2.4
Credit Intermediation & Related Activities	9,010	2.0
Wood Product Manufacturing	1,076	1.6
Motor Vehicle & Parts Dealers	4,990	1.5
Transit & Ground Passenger Transportation	940	1.5
Accommodation	3,762	1.5
General Merchandise Stores	7,661	1.5
Bldg. Material & Garden Equip. Dealers	3,459	1.5
Animal Production & Aquaculture	643	1.5
Sporting Goods, Hobby & Other Stores	1,257	1.4
Food Services & Drinking Places	23,453	1.3
Printing & Related Support Activities	770	1.3
Nonmetallic Mineral Product Manufacturing	824	1.2
Heavy & Civil Engineering Construction	2,087	1.2
Nursing & Residential Care Facilities	5,873	1.2

SOURCE: U.S. BUREAU OF LABOR STATISTICS, QCEW

CENTRAL REGION

Projected growth in industries helps to identify future employment needs for an area. Projections indicate that the largest industry growth in the Central Region between 2020-2030 will be in *Educational Services; Ambulatory Health Care Services; Administrative and Support Services; Professional, Scientific, and Technical Services; Social Assistance; and Transportation Equipment Manufacturing* industries.



Central Region Largest Growth Industries 2020-2030

Industry	Employment		Change	
	2020 Estimated	2030 Projected	2020-2030 Numeric	2020-2030 Percent
Educational Services	30,123	32,845	2,722	9.0%
Ambulatory Health Care Services	10,200	11,917	1,717	16.8%
Administrative & Support Services	8,744	10,306	1,562	17.9%
Professional, Scientific, & Technical Services	8,355	9,869	1,514	18.1%
Social Assistance	7,246	8,215	969	13.4%
Transportation Equipment Manufacturing	3,373	4,328	955	28.3%
Nursing and Residential Care Facilities	8,089	8,986	897	11.1%
Specialty Trade Contractors	7,122	7,831	709	10.0%
Hospitals	16,261	16,899	638	3.9%
Management of Companies & Enterprises	4,291	4,727	436	10.2%

SOURCE: MERIC INDUSTRY PROJECTIONS, 2020-2030

PROJECTED GROWTH BY INDUSTRY HELPS TO IDENTIFY FUTURE EMPLOYMENT NEEDS FOR AN AREA.

OCCUPATIONAL PROJECTIONS

MERIC produces occupational projections that estimates labor demand over a 10-year period. MERIC categorizes these occupations using its Now-Next-Later method to help job seekers understand the training, education, and experience requirements for various occupations.

Now jobs typically require short-term, on-the-job training, little to no experience, and/or a high school diploma. Now occupations with the most projected openings are *Cashiers; Fast Food and Counter Workers; and Waiters and Waitresses. Ushers, Lobby Attendants, and Ticket Takers; Bartenders; and Hosts and Hostesses, Restaurant, Lounge, and Coffee Shop* are projected to be the fastest growing Now occupations over the next decade.

Next jobs typically require a non-degree certificate, associate degree, apprenticeship, some experience, or moderate to long-term training. *Cooks; Nursing Assistants; and Heavy and Tractor-Trailer Truck Drivers* are projected to have the most openings for the Next category of occupations. *Cooks; Fitness Trainers and Aerobics Instructors; and Supervisors of Food Prep and Serving Workers* are projected to be the fastest growing Next occupations.

Later jobs typically require a bachelor's degree or higher. For Later occupations, *General and Operations Managers; Registered Nurses; and Secondary School Teachers* are projected to have the most openings. *Market Research Analysts and Marketing Specialists; Medical and Health Services Managers; and Software Developers and Software Quality Assurance Analysts and Testers* are the fastest growing Later occupations.

Central Region Fastest Growing Occupations



NOTE: OCCUPATIONS WITH ANNUAL TOTAL OPENINGS OF LESS THAN 50 ARE OMITTED

SOURCE: MERIC OCCUPATIONAL PROJECTIONS, 2020-2030

★ DENOTES OCCUPATIONS TOP TEN ONLINE JOB ADS FOR 2021-2022 IN THE REGION AND WITHIN THE NOW-NEXT-LATER CLASSIFICATIONS

CENTRAL REGION

Central Region Long-Term Occupational Projections by Top Openings

Occupation	2020 Estimated Employment	2030 Projected Employment	Growth Openings	Exits	Transfers	Total Openings	Median Wages
 NOW							
Cashiers	9,384	8,909	-48	778	876	1,606	\$22,537
Fast Food & Counter Workers	5,864	6,788	92	613	669	1,374	\$21,238 ★
Retail Salespersons	8,301	8,342	4	465	687	1,156	\$24,245 ★
Home Health & Personal Care Aides	6,980	8,465	148	494	437	1,079	\$24,417 ★
Waiters & Waitresses	4,096	4,946	85	332	540	957	\$20,388 ★
 NEXT							
Cooks, Restaurant	3,647	5,495	185	269	391	845	\$23,969
Nursing Assistants	3,509	3,726	22	232	205	459	\$26,769 ★
Heavy & Tractor-Trailer Truck Drivers	3,361	3,537	18	141	234	393	\$41,939 ★
Maintenance & Repair Workers	3,601	3,840	24	131	217	372	\$34,631 ★
Supervisors of Food Prep & Serving Workers	1,965	2,404	44	98	223	365	\$30,192 ★
 LATER							
General & Operations Managers	5,304	5,965	66	112	349	527	\$66,036 ★
Registered Nurses	6,956	7,327	37	190	180	407	\$61,588 ★
Secondary School Teachers	3,725	4,051	33	103	158	294	\$48,057
Teaching Assistants, Postsecondary	2,636	2,824	19	122	128	269	\$27,884
Elementary School Teachers	2,721	2,950	23	87	114	224	\$46,685

SOURCE: MERIC OCCUPATIONAL PROJECTIONS 2020-2030

★ DENOTES OCCUPATIONS IN THE TOP TEN FOR 2021-2022 ON-LINE JOB ADS IN THE REGION & WITHIN THE NOW-NEXT-LATER CLASSIFICATION

ONLINE JOB POSTINGS

Job postings are an indicator of demand and opportunities in an area and can assist individuals seeking job opportunities in current in-demand occupations. According to information based on online job posting data collected and aggregated by Lightcast™ for the Central Region, jobs like *Registered Nurses*; *Retail Salespersons*; and *Heavy and Tractor-Trailer Truck Drivers* had a high number of job postings in the region during the last year.

Central Region Top Five Online Job Postings in Now-Next-Later Classification

Occupation Title	Online Job Postings
 NOW	
Retail Salespersons	1,866
Customer Service Representatives	1,453
Home Health & Personal Care Aides	1,199
Fast Food & Counter Workers	1,198
Secretaries & Administrative Assistants, Except Legal, Medical, & Executive	938
 NEXT	
Heavy & Tractor-Trailer Truck Drivers	1,551
First-Line Supervisors of Retail Sales Workers	1,540
Sales Representatives, Wholesale & Manufacturing, Except Technical & Scientific Products	1,412
Licensed Practical & Licensed Vocational Nurses	1,135
Medical Dosimetrists, Medical Records Specialists, & Health Technologists & Technicians, All Other	1,063
 LATER	
Registered Nurses	3,512
Software Developers & Software Quality Assurance Analysts & Testers	1,295
Personal Service Managers, All Other; Entertainment & Recreation Managers, Except Gambling; & Managers, All Other	1,176
Medical & Health Services Managers	1,039
Postsecondary Teachers	713

SOURCE: LIGHTCAST™ (FORMERLY EMSI BURNING GLASS TECHNOLOGIES), ONLINE JOB ADS FROM JUNE 1, 2021 TO MAY 31, 2022

This report was prepared by the staff of the Missouri Economic Research and Information Center (MERIC) as part of the Missouri Workforce Report. All data in this report was current at the time of publication and is subject to revision. Additional details on data sources can be found in the full report. This workforce solution was funded by a grant awarded by the U.S. Department of Labor's Employment and Training Administration. The solution was created by the grantee and does not necessarily reflect the official position of the U.S. Department of Labor. The Department of Labor makes no guarantees, warranties, or assurances of any kind, express or implied, with respect to such information, including any information on linked sites and including, but not limited to, accuracy of the information or its completeness, timeliness, usefulness, adequacy, continued availability, or ownership.